

Tree and Lawn Care | PPC Case Study

Summary

Google Ads is Google's online advertising program. Through Google Ads, you can create online ads to reach people exactly when they're interested in the products and services that you offer.

- Google Ads is a product that you can use to promote your business, help sell products or services, raise awareness, and increase traffic to your website.
- Google Ads accounts are managed online, so you can create and change your ad campaign at any time, including your ad text, settings, and budget.
- There's no minimum spending commitment, and you set and control your own budget. You choose where your ad appears, set a budget that's comfortable for you, and easily measure the impact of your ad.

Performance Report

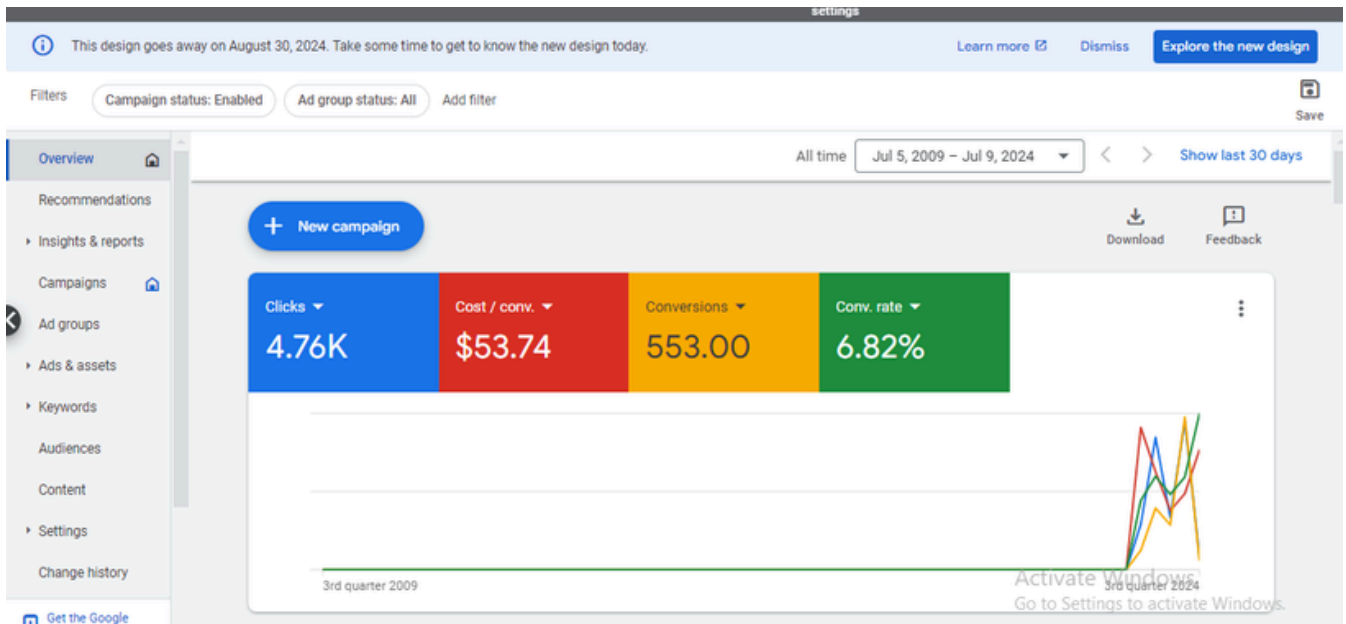
We launched a Search campaign for the client on September 1, 2023, followed by a Performance Max campaign on September 11, 2023. Initially, our monthly budget was set at \$2500. However, by the end of November, we adjusted the budget to \$500 per month according to their requirements. In March, the budget was increased to \$2500, and from April onwards, it was further increased to \$5000 per month.

All Time Stats

- Cost: \$29,698.34
- Clicks: 8,102
- Conversions: 553
- CPA: \$53.70
- Conversion rate: 6.83%

Conversion Type

- Submit Lead Form - 159
- Call Leads - 394

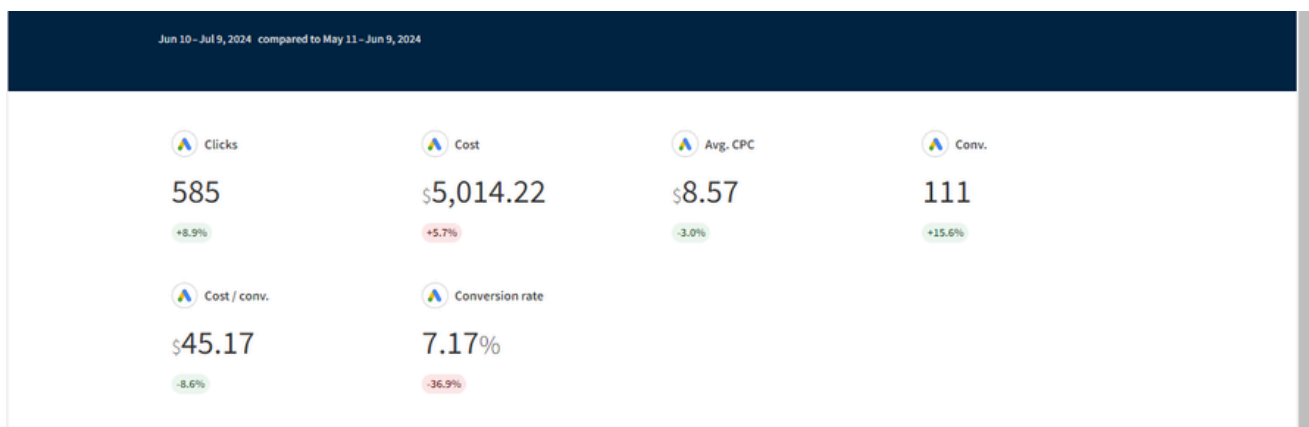


Stats for the last 30 Days

- Cost: \$4,993.52
- Clicks: 579
- Conversions: 111
- CPA: \$44.99
- Conversion rate: 7.19%

Conversion Type

- Submit Lead Form - 38
- Call Leads - 73



Winnings

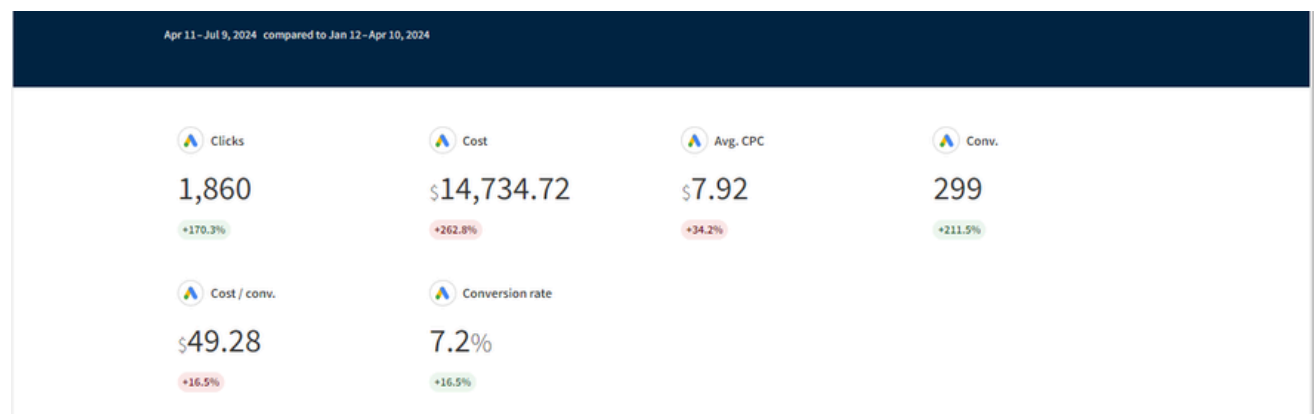
- Clicks increased by 7.8%
- The number of conversions increased by 15.6%.
- The CPA decreased by 9.0%.

Stats for the last 90 Days

- Cost: \$14,714.01
- Clicks: 1,854
- Conversions: 299
- CPA: \$49.21
- Conversion rate: 7.21%

Conversion Type

- Submit Lead Form - 82
- Call Leads - 217



Winnings

- Clicks increased by 169.5%
- The number of conversions increased by 211.5%.
- The conversion rates increased by 16.7%.